

Message Text

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PAGE 01 WARSAW 02388 011114Z

47

ACTION EUR-06

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R 301551Z APR 74

FM AMEMBASSY WARSAW

TO USDOC WASHDC

INFO SECSTATE WASHDC 8798

AMEMBASSY BELGRADE

AMEMBASSY BUCHAREST

AMEMBASSY BUDAPEST

AMEMBASSY MOSCOW

AMEMBASSY PRAGUE

AMEMBASSY SOFIA

AMEMBASSY VIENNA

AMCONSUL POZNAN

UNCLAS WARSAW 2388

E.O. 11652: N/A

TAGS: BEXP, PL

SUBJECT: TRADE PROMOTION SCHEDULE FOR FALL, 1974

REF: WARSAW 1943; BEWT/TPD PROMOTIONAL PROGRAM DATED 4/10/74

FOR BEWT-BOWDEN: ALSO FOR BEWT (RICE) AND OIM (DONOHUGH)

TRADE MISSIONS

VIENNA FOR EWTC

1. SCHEDULE OF MAJOR TRADE PROMOTION EVENTS PROPOSED FOR
POLAND IN FALL OF 1974 NOW INCLUDES FOLLOWING:

SEPT. 14-19: STATE OF IOWA IOGA TRADE MISSION

SEPT. 22-29: BDO AT POZNAN FAIR

SEPT. 30-OCT 4: TELECOMMUNICATIONS TECHNICAL SALES SEMINAR.

OCTOBER 14-25: EXECUTIVE LEVEL TRADE MISSION

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PAGE 02 WARSAW 02388 011114Z

OCTOBER 21-NOV 4: AMERICAN GEAR MFRS. ASSN. IOGA
TRADE MISSION

NOVEMBER 2-6: PACKAGING MACHINERY MANUFACTURERS
INSTITUTE IOGA TRADE MISSION

NOVEMBER: PHARMACEUTICAL PROCESS CONTROLS SPECIALIZED
TRADE MISSION

2. WE CANNOT HANDLE SEVEN MAJOR TRADE PROMOTION EVENTS,
NOT TO MENTION THE VISITS OF ADVANCE OFFICERS, IN A
TWELVE-WEEK PERIOD. IT IS OUTSIDE THE REALM OF POSSIBILITY.

3. POLAND SHOULD BE DROPPED FROM ITINERARY OF IOWA IOGA
MISSION (SEE REFTEL). POLAND ALSO SHOULD BE DROPPED FROM
ITINERARY OF EITHER AGMA OR PHARMACEUTICAL PROCESS
CONTROLS MISSION, UNLESS LATTER MISSION CAN BE SHIFTED
TO WINTER SEASON.

4. WE OPPOSE THE VISIT OF AN EXECUTIVE-LEVEL TRADE
MISSION TO POLAND. SUCH A MISSION MAY LEAVE POLES WITH
ERRONEOUS IMPRESSION THAT UNITED STATES GOVERNMENT FAVORS
THE CAUSE OF CERTAIN MAJOR FIRMS OVER OTHERS OR IN SOME
WAY GUARANTEES PERFORMANCE OF FIRMS REPRESENTED ON THE
MISSION. FURTHERMORE, EXECUTIVES AT HIGHEST LEVEL OF
MANAGEMENT OF FOLLOWING MAJOR INDUSTRIAL FIRMS HAVE
VISITED POLAND IN PAST TWO YEARS OR WILL VISIT IN NEXT
THREE MONTHS (DOLLAR SIGN INDICATES CHIEF EXECUTIVE OFFICER):

INTERNATIONAL HARVESTER\$

FMC CORP.\$

FAIRCHILD\$

CLARK EQUIPMENT CO.
GENERAL MOTORS CORP.

CONTROL DATA CORP.

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PAGE 03 WARSAW 02388 011114Z

SINGER

HEWLETT-PACKARD

DOW CHEMICAL EUROPE S.A.\$

JOHNS-MANVILLES

COCA-COLA

DAYCO

INTERNCONTINENTAL HOTELS\$

OCCIDENTAL PETROLEUM\$

STANDARD OIL OF INDIANA\$

PULLMAN, INC.\$

SWINDELL-DRESSLER CO.\$

M.W. KELLOGG CO.\$

A. EPSTEIN COMPANIES\$

CROWN, CORK & SEAL\$

ROCKWELL INTERNATIONAL

EL PASO NATURAL GAS

DATA GENERAL COMPUTERS

BORG-WARNER CORP.

TEXTRON, INC.\$

E.I. DUPONT DE NEMOURS

INTERNATIONAL CONTROLS CORP.\$

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PAGE 04 WARSAW 02388 011114Z

WATERBURY-FARRELLS

LEHMAN BROTHERS\$

CHAIRMEN OF FOLLOWING BANKS HAVE ALSO VISITED, OR SHORTLY
WILL VISIT, POLAND:

CHASE MANHATTAN

MANUFACTURERS HANOVER TRUST

MORGAN GUARANTY TRUST

FIRST NATIONAL BANK OF CHICAGO

GIRARD TRUST COMPANY

THE EMBASSY HAS PROVIDED OR WILL PROVIDE ASSISTANCE IN EACH OF THE VISITS LISTED ABOVE, BUT IN NO CASE HAS VISIT TAKEN PLACE UNDER USG SPONSORSHIP. WE STRONGLY BELIEVE THAT VISITS OF SENIOR-MANAGEMENT EXECUTIVES ARE MOST EFFECTIVE WHEN ARRANGED SINGLY RATHER THAN IN GROUPS, AND PRIVATELY RATHER THAN UNDER USG SPONSORSHIP. PRIVATE VISITS AVOID DANGER OF CREATING IMPRESSION THAT CERTAIN COMPANIES ARE "CHOSEN INSTRUMENTS" OF U.S. POLICY. FOR THESE REASONS WE ARE OPPOSED TO THE VISIT OF AN EXECUTIVE-LEVEL TRADE MISSION TO POLAND.

5. WE STRESS ONCE AGAIN THE NEED FOR BETTER COORDINATION BETWEEN WASHINGTON AND THE FIELD IN PLANNING TRADE MISSIONS. WE CANNOT HANDLE EFFICIENTLY MORE THAN ONE MAJOR TRADE PROMOTION EVENT--WHETHER SPECIALIZED TRADE MISSION, IOGA MISSION, TECHNICAL SALES SEMINAR, OFF-SITE BDO, OR SIMILAR EVENT--EVERY SIX WEEKS, THAT IS NO MORE THAN SEVEN OR EIGHT SUCH EVENTS PER YEAR.
DAVIES

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NNN

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